

What Every Executive Pastor Needs to Know

BEFORE STARTING A NEW LOCATION: A TACTICAL GUIDE TO TURNING VISION INTO REALITY WITHOUT LOSING YOUR CULTURE

Location Is More Than Real Estate

You're not just picking a location — you're picking the next chapter of your church's story.

When evaluating locations:

Think mission field, not just square footage.

Consider parking, signage, visibility, and growth potential — not just rental cost.

Align location with launch momentum — if it's too far, it'll fracture your team. Too close, and it may cannibalize your main campus.

Use data. But also listen for where God is stirring hearts.

Compared to a new build (\$20M–\$25M, 3–5 years) or even purchasing an existing church (\$1M–\$2M, 2 years), a Portable Church launch costs just \$150K–\$750K and takes only 6–8 months.

That means you can start reaching your city in under a year—without the weight of long-term debt or multi-year delays. Thousands of churches have proven that starting portable isn't just affordable — it's strategic.

Execute the Vision — Without Getting Lost in the Weeds

Your Lead Pastor is dreaming. You're building the bridge from dream to done.

Don't lose the forest for the trees. Prioritize:

Culture over checklists

Systems that scale

Clear communication loops between teams

Remember: You're not just launching a service. You're launching your church's culture in a new zip code. That takes more than logistics — it takes leadership.

Great People and Great Processes

Put your strongest leaders in key roles early. You can fix systems later. You can't fix bad DNA.

Ask:

Who owns the mission, not just the role?

Who can reproduce your values, not just tasks?

Who will protect the culture when you're not in the room?

The right people are the greatest asset in a launch — not the gear, venue, or timeline.

Major on the Majors

You won't get everything perfect. But you can get the right things excellent.

Focus your time and attention on:

Worship and preaching environments

Kids ministry (parents will judge everything by this)

Guest experience

Volunteer systems and team culture

Good coffee is a bonus. Bad check-in processes are a dealbreaker.

Don't Copy & Paste — Contextualize

Every location is different. Same mission. Different neighborhood.

Don't assume what worked at one campus will translate. Adapt your setup, flow, signage, and outreach to the new context.

Portable Church Industries specializes in custom-built systems for this very reason — no two churches (or locations) are exactly the same.

Choose Portability That's Designed for Scalability

Portable Church setups are not DIY solutions. They are precision systems built for speed, durability, and volunteer efficiency.

You'll get:

1-hour setups

Custom labels and cases

Scalable AV and kids systems

Volunteer-friendly workflows

This isn't just gear — it's a launch system. Built to last. Built to grow.

Ready to Start Your Launch?

Call us today at 248.585.9540 to schedule a free consultation.

We're ready to help you launch with excellence—and stay sustainable for the long haul